

KELOLAND TELEVISION

1) AWARDS

2) SPECIAL PROGRAMMING

3) POLITICS

4) SPONSORED EVENTS

5) OTHER COMMUNITY SUPPORT



KELO-TV

KDLO-TV

KPLO-TV

KCLO-TV

Events sponsored by KELOLAND TV

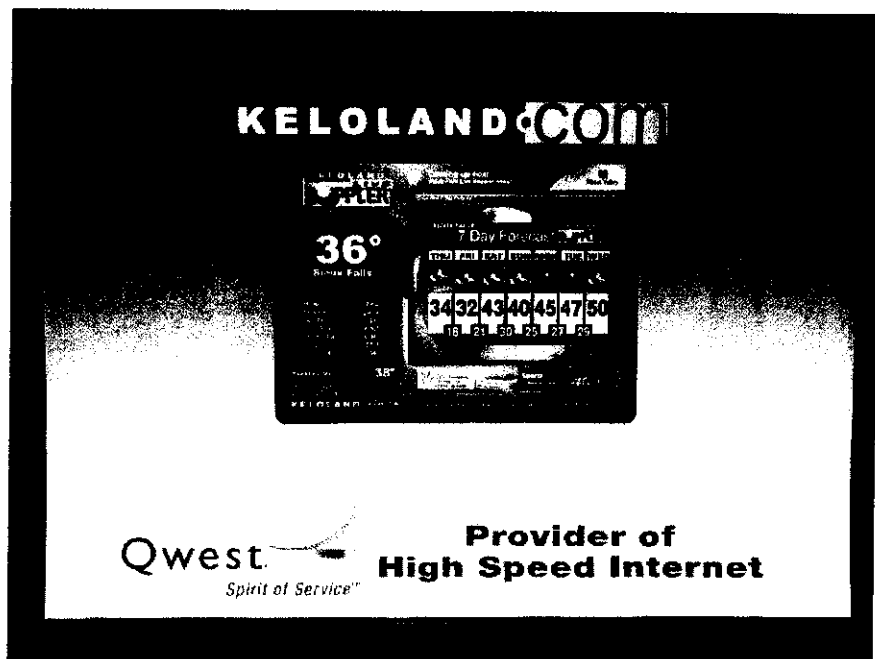
- Women In Business
- Health Fair
- Flu Shot clinic
- MS Wedding Show
- Childrens Care Hospital & School Beach Party
- Orion Challenge benefit for Children's Home Society
- Farmer Appreciation Day on the Sioux Empire Fair
- American Heart Walk
- Relay for Life benefit for American Cancer Society
- JazzFest, free community concert
- Holiday of Lights benefit for Heartland House
- Cathedral Christmas concert benefit for St. Josephs Cathedral
- Half Marathon/Miracle 5k benefit run for CMN.
- Legends, benefit for area sports programs
- Celebrity Football Camp, benefit for Sioux Falls high school sports programs
- Saturday for Me, women's event
- Children's Gala, benefit for Sioux Valley Childrens Fund.
- Storm Chase/Safety seminars

Other community support

- Washington Pavilion, ongoing support of Pavilion programs
- No Child racism program aired April 2004
- Twas the Night before Christ, book sale benefit for Children's Home Society
- YMCA capital campaign
- Free Summer Safety guide
- Dakota Masterworks art contest for seniors.
- Weather Kiosk in Empire Mall



Weather Station
at the Empire Mall



Station of the Year - #TV-17

KELO-TV, Sioux Falls, SD

Synopsis of program/series: (Please type or print)

Tradition of Caring: Public service has always been a priority at KELOLAND TV. Through our public service campaign "Tradition of Caring" it has taken on a much more personal touch by involving each employee at the station. Our local public service campaign "Tradition of Caring" is a unique public service effort that involves every employee at the station from the general manager to the receptionist. In 2001 we had 24 teams consisting of 4 or 5 people. The teams were assigned causes to help through a 30-second public service announcement. We asked each employee to donate a minimum of 8 hours of their time to a cause of their choice. At the end of the year the team whose PSA is voted most creative and effective is awarded \$500. Another \$500 is donated on behalf of that team to its cause. "Tradition of Caring" was created to concentrate on local causes and to have a real impact. It is the mainstay of our public service on-air efforts. In 1999 our "Tradition of Caring" campaign won a National Emmy for Public Service.

Sunday TV Mass: The weekly Sunday TV Mass is taped in the KELO-TV studios every week and airs every Sunday at 10:00am CT. It provides statewide coverage of the mass to people who are unable to attend services. Sunday TV Mass is viewed by nearly 8,000 people each Sunday.

Journey to Holiness: In the Catholic Diocese of Sioux Falls, the Millennium was celebrated in the tradition of the church, offering praise and thanksgiving to God for all they have been given. In 1997 the people of eastern South Dakota started a journey together. This Journey to Holiness invited all people to set aside the next five years to reconfirm their faith in God by celebrating who they are as Catholic Christians and through that process, rekindling their spirit of hope through forgiveness and service to others. Journey to Holiness was a weekend gathering in August of 1997, 1999 and 2001. The weekend combined dynamic speakers, nationally recognized entertainers, workshops, prayer experiences and fun for all ages. Over 25,000 people from across the Midwest participated in the three conferences. The weekend ended on Sunday with the celebration of the Eucharist. This closing mass was broadcast live on KELO-TV, allowing thousands of Catholic people to participate and experience Journey to Holiness. This was broadcast on Sunday, August 12, 2001 from 11:00am-1:00pm CT.

Christmas Midnight Mass: Every year KELO-TV broadcasts the Christmas Midnight Mass live on Christmas Eve from St. Joseph Cathedral in Sioux Falls, bringing the joys of the holiday season to people. It was aired on December 24, 2001 at 12:00-1:00am (actually Christmas morning).

Christmas at the Cathedral: The annual concert features the South Dakota Symphony and choirs celebrating the season. This annual Christmas concert, a timeless tradition filled with song and words to prepare for the coming of our Savior, benefits St. Joseph Cathedral in Sioux Falls. The 2001 concert, "Christmas at the Cathedral" was taped on December 1, 2001 and aired on December 25, 2001 at 6:30-8:00pm CT.

Target Audience-Who were you talking to and why?

Our audience consists of many types of people. Since we are a station in what is considered a rural area the majority of our viewers have a religious upbringing. They believe in core values. They want their television viewing choices to reflect those values. At KELO-TV we try to give the audience programming they want to watch because we have the same expectations. We don't air programs we can't be proud to have on the air.

Communications Strategy-What were you trying to say and how does it enrich the audience?

Our public service and programming strategy is to help children and families. Our local programming enriches the audience through that "Tradition of Caring". Our marketing campaign is "Your Home". We want viewers to feel at home and comfortable with what they're seeing on our station. That strategy is seen every day by our viewers through the quality community based programming we present.

Results-How did it work-quantitative or qualitative results?

As stated in the attached letters, KELO-TV gets results. The letter from the Children's Home Society in Sioux Falls clearly states the results of our programming and public service announcements relating to adoption and foster parenting. The number of inquiries about adoption and foster care has been prompted by our broadcasts.

The letter from Bishop Carlson of the Catholic Diocese of Sioux Falls states viewership of the weekly TV Mass has never been better. It also stresses the service to the community for televising the annual benefit Christmas concert, the Christmas Midnight Mass and the Journey to Holiness.

Our community service efforts are evident daily to our viewers through "Tradition of Caring" public service announcements. The results of one of the PSA's for Foster Parenting are stated above. That particular spot came about as a result of a project we decided to become involved with. CBS was airing a primetime program about adoption. One of our employees, Jeff Radcliffe had come to me earlier in the year to let me know he'd like to be involved with a "Tradition of Caring" team that helped an adoption or foster parenting cause since he is a former foster child. After being contacted by the Children's Home Society here about the CBS program, we decided to make a special PSA to air during the network program. We asked Jeff to be part of the spot knowing he had a strong desire to help in this area. The spot, the program and the follow up news stories showed there were indeed people we reached that night. Another PSA was for Project Linus. In 2001 donations at collection sites resulted in almost 1000 blankets for this cause. In 2001 we aired a total of 26,687 "Tradition of Caring" spots. This number does not include any other public service spots aired.

Our community efforts go beyond those mentioned above. Here are a few more examples of how the station and the employees serve the community.

- One of our employees who works on the Rape and Domestic Abuse "Tradition of Caring" team is a member of the Rape Crisis Team. She wears a pager and will meet a rape victim at the emergency room to provide support.
- We air a monthly public affairs program called "First Monday". This program has a panel based format and deals with local issues.
- Our health reporter is a registered EMT.
- We have aired the South Dakota High School sports tournaments for over 20 years.
- We are involved with the United Way.
- We air the Children's Miracle Network broadcast each year.

Station of the Year - #TV-17
KELO-TV, Sioux Falls, SD

Statement of nature and goals of local programming

KELOLAND TV strives to bring quality local programming to our viewers. The goal of the station is to provide news and information. As you can see by our program schedule we have six local newscasts Monday through Friday as well as three on Saturday and Sunday. By including coverage of the community events we add to this goal. We also strive to help children and families. Our local programming enriches the audience through that "Tradition of Caring". Our marketing campaign is "Your Home". We want viewers to feel at home and comfortable with what they're seeing on our station. That evident every day to our viewers through the quality community based programming we present.



CHILDREN'S HOME SOCIETY

DAVID P. LOVING, EXECUTIVE DIRECTOR

TO: Dennis Daugaard
FROM: Lisa Sanderson
DATE: March 5, 2002
RE: KELO Recruitment Results

Recruitment "success" is difficult to quantify. Asking families to open their hearts, homes and lives to foster or adopted children is asking for a tremendous, perhaps lifelong, commitment. It also means exposing themselves, on a very private and personal level, to licensing staff who complete the training and homestudy process.

Families generally come to us after years of having thought about foster care or adoption. Whenever recruitment efforts are undertaken, it may be the final catalyst that spurs a family to action. It may plant the seed that results in a foster/adoptive family a few years down the road. Or it may reach a potential family not yet ready to take the final step, but now have another reason to continue their deliberations. In addition, recruitment efforts also help to educate the community about the types of children needing foster and adoptive families. A family may not be able to foster/adopt, but they can share information and encourage/support others to do so. All of these are "successes".

However, in an attempt to be specific, I have reviewed results from the KELO airings in December 2000 (or thereabouts), in April 2001 and in December 2001 and will share that information:

December 2000

18 Inquiries Received

2 of those families (licensed at time of contact) had children from CHS placed with them, both at the end of the year in 2001. One of these families did not see the broadcast but were advised to contact CHS by friends who did.

2 families completed the homestudy process.

4 families were out of the Sioux Empire area and referred to appropriate agencies.

Remaining families have not made a definite commitment to continue the process, neither have they made the decision to drop out of the process.

May 2001

6 Inquiries Received

- 1 family has completed the homestudy process and has been working with CHS towards a possible placement.
- 1 family is nearing the training process.
- 3 families were out of the Sioux Empire area and referred appropriately.
- Remaining family has not made a firm commitment to proceed/withdraw.

December 2001

24 inquiries Received

- 1 family had a homestudy on file and may be working with CHS towards placement.
- 6 families are currently in or about to begin the training process.
- 1 family has decided to withdraw from the process.
- 10 families were referred to appropriate agencies (i.e., out of our area or interested in infant adoption).
- Remaining families have not proceeded/withdrawn from process.

Inquiries continue from each of these KELO broadcasts. I spoke with a woman today who called in response to either the December 2000 or May 2001 broadcast.

For those families pursuing the training/homestudy process, it will take a minimum of 6-8 months for them to become licensed families from the time of initial contact.

I hope this provides some insight. I would be happy to direct a letter to Mr. Antonitis detailing this information as well as thanking him for his generous support of CHS and his commitment to the many South Dakota children needing families.

Please let me know if I may be of further assistance. Thank you.

Kelby K. Krabbenhoft
President & CEO
Sioux Valley Hospitals & Health System

June 5, 2001

Mark Antonitis
VP/General Manager
KELO
501 South Phillips Avenue
Sioux Falls, SD 57104

Dear Mark:

I just wanted to get this note to you reflecting the sincere appreciation of all of us at Sioux Valley for the extra effort and tremendous performance of KELO people with the Children's Miracle Network Telethon. You know how deeply we at Sioux Valley feel and believe in our relationship with you. The CMN partnership serves to further our relationship to every single member of the 10,000 employees of Sioux Valley and their families. All told I believe you have made 35,000 to 50,000 Sioux Valley families part of the KELO family!

Most important, you made it possible for our partnership to raise nearly half a million dollars to directly help kids in Keloland with their healthcare challenges.

I have been part of CMN for over 12 years and know the signs of a successful telethon. We are on the verge of something very big together. Thank you Mark. Thank you KELO!

Sincerely,



Kelby K. Krabbenhoft
President and CEO

an

1100 South Euclid Avenue • Sioux Falls, SD 57117-5039 • (605) 333-7497



CULTURAL HERITAGE CENTER
900 Governors Drive
Pierre, SD 57501-2217
(605) 773-3458 Fax (605) 773-6041

March 20, 1998

Paul Christensen
KELO-Land Television
501 S. Phillips Ave.
Sioux Falls, SD 57104

Dear Mr. Christensen:

Thank you so much for donating the Captain 11 set and associated memorabilia on behalf of KELO-Land Television. Enclosed are two copies of the gift agreement form for the collection. Please sign and date both copies, retain the one on letterhead for your records, and return the other copy to us in the enclosed envelope.

Again, thank you for the donation. We could not possibly maintain our museum without the generosity of donors like you.

Yours sincerely,

Tanya L. Fisher
Curator of Collections/Registrar

Enclosures



Department of Education and Cultural Affairs
Office of History



Paul Farmer
KELO TV
501 S Phillips Ave
Sioux Falls, South Dakota 57104

February 28, 2003

Dear Paul,

I appreciate your community support and sponsorship gift for JazzFest. KELO TV is a great partner of the event! I have reserved the same booth space for KELO TV's truck "Dorothy" and will have a spot reserved for the "live truck" in the adjacent parking lot. Please be sure to keep some "airtime" open for our promo, beginning in June and continuing until July 18-19th—we really want to get the word out!

As you know, the mission of the Sioux Falls Jazz and Blues Society is to increase the awareness of jazz and blues music in the Sioux Falls community and region, through musical events and education. One major way that we realize this mission is through the annual summer JazzFest.

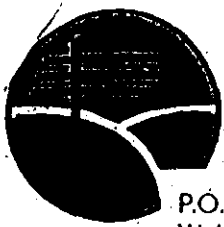
Although I realize your schedule is busy, I'd be happy to visit with you anytime about any aspect of JazzFest. The Society is very proud of our open relationship with sponsors, stakeholders and the public. Just call me or email me to set up a time to visit.

Thanks for helping us make the festival free with your in-kind sponsorship!

Sincerely,


Robert Joyce
rjoyce@sfjb.org

Thanks Paul!



**SIoux VALLEY
SOUTHWESTERN**
ELECTRIC

P.O. Box 216 • Colman, SD 57017-0216
Web Site: www.syswe.com

Telephone: 605-534-3535 • Toll-Free: 1-800-234-196
Office Fax: 605-256-1693 • Dispatch Fax: 605-256-169

July 19, 2001

Mark Antonitis, General Manager
KELO-TV
501 S. Phillips Ave
Sioux Falls, SD 57104

Dear Mr. Antonitis:

Please accept my belated thanks for your station's coverage of a potentially serious threat to life and property during the July 2-4 period.

On July 1, a local outage on our lines was caused by metallic streamers from a "Party Blaster," a product sold at some area fireworks outlets. Of even greater concern was that these streamers conduct electricity. Anyone coming into contact with one that was dangling from an energized power line could have been injured or killed.

Martin McGrane, our communications director, brought our concerns to the attention of your News Department on July 2. Stories were aired on your newscasts between then and July 4.

On behalf of Sioux Valley Southwestern Electric's board of directors, employees and customers, I commend you for your dedication to public safety. Please extend my best wishes to your news director and reporters.

Sincerely,

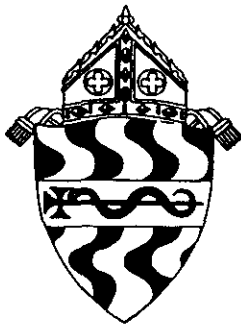
Don L. Marker
General Manager, CEO

A Touchstone Energy® Cooperative



PIPESTONE OFFICE
P.O. Box 336, Pipestone, MN 56164-0336
Phone: 507-825-3341 • Fax: 507-825-4835

BRANDON OFFICE
P.O. Box 857, Brandon, SD 57005-0857
Phone: 605-582-2185 • Fax: 605-582-3165



Catholic Diocese of Sioux Falls.

Office of the Bishop

523 N. Duluth Ave.
Sioux Falls, SD 57104-27
(605) 988-3798
(605) 334-2092 fax

April 4, 2002

Mark Antonitis
KELO-Land TV
501 S. Phillips Ave.
Sioux Falls, SD 57104

Dear Mark,

I understand that KELO-Land TV is seeking to receive the Gabriel Award for Station of the Year. I want to wholeheartedly endorse your nomination for this very prestigious award.

Your station has been an excellent partner with the Diocese of Sioux Falls working with us on the weekly TV Mass and the televising of the annual Christmas Midnight Mass. We have also enjoyed an excellent partnership with the annual Christmas Concert which benefits St. Joseph Cathedral. Broadcast of this event has been a tremendous service to the community, especially to those who have been unable to attend the great performances each year.

Of course we have also been delighted with the cooperation exhibited by the station during our Journey to Holiness celebrations in recent years. Your station has more than proved its commitment to the community with excellent community service projects, balanced news reporting, and involvement in a whole range of community activities.

Your ability to reach the entire state is a tremendous asset and one I think you use to great advantage. I know that for us, switching the TV Mass to your station several years ago has proved to be one of the best moves we ever made. Viewership is substantially up, and the quality of the weekly TV Mass has never been better.

Again, I am happy to endorse your nomination as Station of the Year for the Gabriel Awards, and I appreciate all that you do to support our work in the Diocese of Sioux Falls.

Sincerely yours in Christ,

A handwritten signature in black ink, reading "Robert J. Carlson".

The Most Rev. Robert J. Carlson
Bishop of Sioux Falls



Parkinson Association of South Dakota

PO Box 87952
Sioux Falls, SD 57109-7952

August 29, 2003

KELO TV
501 So. Phillips Avenue
Sioux Falls, SD 57104

Dear KELO TV and Kathy-- HyVee Management Team,

Please accept the heartfelt appreciation of the members of the Parkinson Association of South Dakota. The generous matching check for \$1221.77 presented to us on August 25, 2003 was a most unique gift. These dollars will continue the work of providing support and education locally and will help to raise the quality of life for those touched by the cruel devastation of Parkinson Disease.

Thank you for sponsoring "Your Town, Your Home". Surely the program's success speaks for the generosity of the sponsors and the people of Sioux Falls who care for people.

Most Sincerely,

Phyllis Newstrom, RN., MN.

Parkinson's Association of SD, Secretary
(605)327-422

/pkf

cc: HyVee Mgmnt. Team

More than
\$50,000 was donated
to non profits as
part of this campaign.
KELO was a
cosponsor
in 2003

BOARD OF DIRECTORS

Harvey Jewett, President
Aberdeen
Bob & Judie Beadle
Bowdle
David Billion
Sioux Falls
Jim & Laurie Campbell
Watertown
Bishop Robert Carlson
Sioux Falls
Steve & Cathy Clark
Sioux Falls
Paul & Mary Ellen Connelly
Sioux Falls
Janet Cronin
Gettysburg
Dave DeRouchey
Vermillion
Don & Jo Dougherty
Sioux Falls
Msgr. James Doyle
Sioux Falls
Jim & Nini Hart
Miller
Mike & Gerrie Healy
Yankton
Hollis & Jean Hurlbert
Aberdeen
Cynthia Jewett
Aberdeen
Tony & LaVerne Klein
Pierre
Al & Irene Kurtenbach
Brookings
Msgr. Marvin McPhee
Gettysburg
Msgr. John McEneaney
Sioux Falls
Dan & Jean Murphy
Sioux Falls
Jeremiah & Mary Jean Murphy
Sioux Falls
Dick & Darlene Muth
Mitchell
Ted & Bev Pins
Madison
Jerry Prostrullo
Madison
Wayne & Mary Puetz
Mitchell
George & Joan Sercl
Sioux Falls
Dick & Kathy Sweetman
Sioux Falls
Richard & Michelle Van Demark
Sioux Falls
Jim & Donna Walden
Sioux Falls
Tom & Kathy Walsh
Sioux Falls

December 20, 2001

Paul Farmer
KELO-Land Television
501 S. Phillips Ave.
Sioux Falls, SD 57104

Dear Paul,

I'd like to thank you for your important role in making the 5th annual *Christmas at the Cathedral - St. Joseph Cathedral Benefit Concerts* a tremendous success. We are very appreciative of KELO-Land Television's promotional and production support.

Many people have begun to associate KELO-Land Television with the *Christmas at the Cathedral* concerts. We have received numerous phone calls in past days asking for the date and time of the television broadcast.

The feedback from these concerts has been very positive. Thanks in part to KELO-Land Television, we were able to perform to full houses, and most importantly, raised over \$60,000 for the permanent endowment for the ongoing care of one of our area's most significant civic and spiritual landmarks.

May God bless you and your family in a special way during this Christmas season.

Gratefully yours,



Mark Conzemius
Executive Director

Merry Christmas!

KELO is an annual sponsor.

Mark Antonitis

From: Weather AP
Sent: Monday, July 29, 2002 4:17 PM
To: Mark Antonitis; Mark Millage
Subject: FW: Hats are tipped to you!

-----Original Message-----

From: EICHSTADT, JANEL [mailto:EICHSTAJ@siouxvalley.org]
Sent: Monday, July 29, 2002 3:52 PM
To: 'weather@keloland.com'
Subject: Hats are tipped to you!

Just a note to say a heartfelt thank you to you and your weather department for doing such an outstanding job on watching the weather for us yesterday afternoon when the storms came rolling through. Personally, I only wish our local radio station would be 1/2 as good as you folks are. They seem to be much more concerned about the Twins game than our well being. Shawn expressed this morning on the weather about some nasty e-mails received because the golf and racing programs were interrupted, well too bad. I bet if those people lived in Brookings, Sinai, or other storm-hit communities, the golf or racing programs wouldn't have saved lives like you folks possibly did. Oh, the small minds of some people!! Where's a baseball size hailstone when you need one :-)

Have a good one and keep up the great work. We depend upon you folks to keep us safe inside from the weather conditions taking place outside.

Janel Eichstadt, Admin Asst
Windom Area Hospital
2150 Hospital Drive, POB 339
Windom, MN 56101
(507) 831-2400 or fax: (507) 831-5749
visit us online at: www.windomareahospital.com
God bless America!

Confidentiality Notice: This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.



August 9, 2003

KELO-Land TV
501 S Phillips Ave.
Sioux Falls, SD 57104

Dear Mr. Farmer:

It is truly amazing what a group of people can achieve! On July 25, 2003 over sixty teams joined together to raise more than \$86,000 for the American Cancer Society Relay For Life of Sioux Falls.

This great accomplishment was led by a group of volunteers who exemplified hard work, enthusiasm and a drive to see cancer eliminated. Amy Harms and her committee members are to be commended for their efforts.

A special thank you goes out to all of the teams and their captains for their support and especially to the local sponsors of this year's event such as KELO-Land TV.

Cancer is a disease that must be faced one day at a time, one dollar at a time. To fulfill our mission of eliminating cancer, we must continue to raise money to fund *research* to find a cure, *education* to prevent cancer and ensure early diagnosis, *advocacy* to affect public policy surrounding cancer issues, and *service* to help cancer patients and their families cope with this illness.

Because of sponsors like you, we are getting closer to realizing our goal. On behalf of the American Cancer Society, I would like to extend my sincere appreciation for your continued support in our fight against cancer.

Sincerely,

A handwritten signature in cursive script, reading "Laurie Jensen-Wunder".

Laurie Jensen-Wunder
West Region Vice President
American Cancer Society



Inter-Lakes Community Action's

Heartland House

505 N. Western Ave.
Sioux Falls, SD 57104
Phone # 334-2808; Fax # 334-2632



January 29, 2002

**KELO TV
Mr. Paul Farmer
501 S. Phillips Ave.
Sioux Falls, S.D. 57104**

Dear Mr. Paul Farmer,

Please accept my sincere thanks and appreciation for being a media partner for our 2001 Heartland House Holiday of Lights Event. Everyone from KELO TV was so great to work with and did an outstanding job!!

The event was very successful this year with over 11,000 cars coming through the gates. I attribute much of this success to KELO TV and the outstanding job that was done for our event by everyone at KELO TV.

I look forward to working with you on next year's event.

Again, my sincere thanks and grateful appreciation to you and to everyone involved with the holiday of lights for a job well done.

Sincerely,

**Susan Brucklacher
ICAP Heartland House Director**



South Dakota
Advertising Federation

November 6, 2003

KELO-TV
Paul Farmer
501 S. Phillips Avenue
Sioux Falls, SD 57104

Dear Paul,

Thank you for your participation in the South Dakota Advertising Federation's Fall and Spring Media packages. Your media donation helps support the educational work of SDAF, while helping to inform the community about what Children's Care Hospital and School has to offer to children with disabilities and their families.

Please allow this letter to serve as confirmation of your fall participation.

KELO-TV agrees to place \$1500 worth of ads from **November 17th-November 30th** and \$1500 worth of ads in the spring. This is a total donation of \$3000 in airtime.

Children's Care Hospital will be using the same production as in the spring of 2003.

In closing, thank you for your media donation. If you have any questions please call me at 357-5513.

Sincerely,

A handwritten signature in dark ink, appearing to read "Ward Ertz", is written over a horizontal line.

Ward Ertz
Fundraising Co-Chair





CHILDREN'S CARE FOUNDATION
Supporting the Mission of Children's Care Hospital & School

August 15, 2001

Mr. Mark Antonitis
KELO-TV
501 S. Phillips Ave.
Sioux Falls, SD 57104

Dear Mark,

Thanks to you and KELO-TV for your commitment and support of our New Year's Eve event – "Celebrate 2002!" I look forward to working with you on this great project.

Included with this letter are a statement concerning your investment in the event and the benefits KELO-TV will receive. Please sign both copies of the "Celebrate 2002 Sponsor Investment and Recognition Agreement." Return one in the enclosed business reply envelope by September 15, 2001 and keep one for your records.

Thank you for your support of Children's Care Hospital and School through your sponsorship of "Celebrate 2002." You will be helping some wonderful children with special needs to reach their fullest potential for a bright future and highest possible quality of life.

Thanks again to you and your team. I look forward to Children's Care and KELO-TV providing a wonderful event to our community and beyond.

With warmest regards,

Brian Bonde
Vice President for Development

P.S. Thanks for signing and returning the agreement.

Enclosures
cc: Paul Farmer

Formerly
Crippled Children's
Foundation

Administration
Charisse S. Oland
President/CEO
Brian J. Bonde
Vice President

**Children's Care
Foundation
Board of Directors**

John Cornette, Chair
Yankton, SD
Jerome B. Lammers, Past Chair
Madison, SD
Boyd D. Hopkins, Vice Chair
Sioux Falls, SD
William F. Day, Secretary
Sioux Falls, SD
Dan L. Kirby, Treasurer
Sioux Falls, SD
P. Daniel Donohue
Sioux Falls, SD
Jerry Flanagan
Sioux Falls, SD
Charles Gaeckle
Sioux Falls, SD
Julie M. Johnson
Mitchell, SD
Richard T.W. Lauer
Sioux Falls, SD
John L. Morgan
Mitchell, SD
J. Tom Nelson
Sioux Falls, SD
Thomas E. Roby
Watertown, SD

**Children's Care
Hospital & School
Board of Directors**

Kent S. Alberty, Chair
Sioux Falls, SD
Richard J. Auld, Past Chair
Sioux Falls, SD
Donald Bierschbach, Vice Chair
Canton, SD
Robert R. Raszkowski, M.D., Ph.D.,
Secretary
Sioux Falls, SD
Molly McCarthy, Treasurer
Sioux Falls, SD
Mark E. Antonitis
Sioux Falls, SD
David H. Billion
Sioux Falls, SD
Gregory Brunaugh
Sioux Falls, SD
William F. Duhamel Sr., Ph.D.
Rapid City, SD
Barb Everist
Sioux Falls, SD
Scott N. Heidepriem
Sioux Falls, SD
Sylvia Henkin
Sioux Falls, SD
Harvey C. Jewett
Aberdeen, SD
Allen L. Lewis
Sioux Falls, SD
Michael E. McCann
Brookings, SD
Michael J. O'Connor
Hartford, SD
Randall L. Stewart
Sioux Falls, SD
Claudia L. Vucurevich
Rapid City, SD
Robert S. Weeks
Sioux Falls, SD

Trustee Advisors

James W. Abbott
Vermillion, SD
Patricia Kenner
Rapid City, SD
Mrs. Pat Miller
Pt. Pierre, SD
Joan Olson
Sioux Falls, SD
Wayne F. Rasmussen
Brandon, SD
Lori Wilbur
Pierre, SD
Jack Yonkovich
Brookings, SD



July 13, 2001

Paul Farmer
KELO TV
501 S. Phillips Avenue
Sioux Falls, SD 57104

Dear Paul,

Thanks so much for allowing Rich Garry, Dick Molseed, Jay Powell and I to come and visit with you regarding the United Way's upcoming campaign and media support. The feedback and suggestions you gave were very valuable. Thank you for being honest!!!

I plan to keep you and your staff more involved in what United Way is doing and how we are helping. My goal since joining the staff has been to have a better relationship with the media. I hope that I am in the right direction in accomplishing that goal with your organization!

Attached you will find a schedule for the University of United Way program which Jay had talked about. You will also find 10 sign-up sheets. Please feel free to sign-up for any of the sessions and to have your staff sign-up as well. If you aren't available for a full morning, please let me know and we can plan for a half-morning or a single tour session at your choice.

Many thanks again Paul for opening your door to us and giving us some of your time. If you have any questions or comments, please feel free to contact our office.

With warm regards,

A handwritten signature in cursive script that reads "Stephanie Knight".

Stephanie Knight
Marketing & Communications Director

Enclosures



South Dakota
Health Care FoundationSM

804 N. Western Avenue
Sioux Falls, SD 57104-2098
Phone: 605-339-2071
Fax: 605-339-1354

May 7, 2004

Mr. Paul Farmer
KELO-LAND Television

Dakota MasterWorks Art Show Sponsor:

We are excited to announce the Eighth Annual *Dakota MasterWorks Art Show*. We thank you for your support as a partner in this event. As a partner, we would appreciate if you would distribute the enclosed posters in your facility and your community. Enclosed please find a Press Release, Informational Brochures, Posters and Entry Forms. This contest is open to any SD resident age 60.

The *Dakota MasterWorks Art Show* has gained recognition over the years. *Dakota MasterWorks* was most recently honored as a 2003 National Mature Media Award Winner.

All entries need to be received between September 1-10 at: *Dakota MasterWorks*, South Dakota Health Care Foundation, 804 N. Western Avenue, Sioux Falls, SD 57104. The Event will take place October 21-22, 2004. Professional judges will judge the entries.

We again thank you for your continued support of the *Dakota MasterWorks Art Show*. Your generosity is greatly appreciated.

If you have any questions, or would like more posters, brochures or entry forms, please contact me.

Sincerely,

LuAnn Severson
Dakota MasterWorks Coordinator

Enclosures

Press Release

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

LuAnn Severson
SD Health Care Foundation
804 N. Western Avenue
Sioux Falls, SD 57104
(605) 339-2071

Entry Forms Available for *Dakota MasterWorks* – An Art Show For Seniors

The South Dakota Health Care Foundation (SDHCF), Home Federal Bank, and KELOLAND Television announce that Entry Forms are available for its Eighth Annual *Dakota MasterWorks* Art Show for artists age 60+, which will be held October 21-22, 2004, at the Good Samaritan Society in Sioux Falls.

Dakota MasterWorks was created to showcase the talents and creativity of South Dakotans over the age of 60. "The second half of life is full of creative growth and fulfillment, and *Dakota MasterWorks* demonstrates that reality," said *Dakota MasterWorks* Coordinator LuAnn Severson. The competition is open to every citizen of South Dakota age 60 and older. The winning entries will be exhibited at various sites throughout South Dakota following the Sioux Falls Show.

Categories include watercolor painting, oil painting, acrylic painting, drawing/pastels, photography, sculpture and woodcarving. A first (\$75), second (\$50), and third (\$25) place award will be given in each of the categories. In addition, judges will select a Best of Show (\$100). A People's Choice (\$100) will also be awarded. The SDHCF office will accept entries between September 1 and September 10, 2004.

Corporate sponsors include Tealwood Care Centers, Good Samaritan Society, Dow Rummel Village, Beverly Healthcare, Henkin Schultz, Sisson Printing, Pro*Care Alliance, and Baldwin-DeBates Insurance.

To receive an entry form contact: *Dakota MasterWorks*, SDHCF, 804 N. Western Avenue, Sioux Falls, SD 57104 or call LuAnn Severson, SDHCF, 339-2071 or 1-800-952-3052. You may also visit www.sdhca.org or www.keloland.com.

###

and itself.

The homes he wants to construct are on the south side of the property where the elevation is higher. A large part of the wetland would be left intact on the north side of the property, he said.

One idea is to leave the north side as it is to be shared by new homeowners, he said. Halvorsen, who have been in construction for 23 years and helped develop subdivisions in Sioux Falls, said he is trying to do a responsible job.

"The runoff and drainage that I would do with the development will have to meet with all the city restrictions," he said. "I'm not trying to get around anything."

Reach reporter Corrine Olson at colson@argusleader.com or 331-2311



Air Filters
• Choose from a variety of sizes
(191132)

NEW LOWER PRICE

\$2.99

WAS: \$4.82

50' 16/3 Outdoor Extension Cord
D33276304 (277517)



EMCO.
ALL SEASONS DOORS

NEW LOWER PRICE

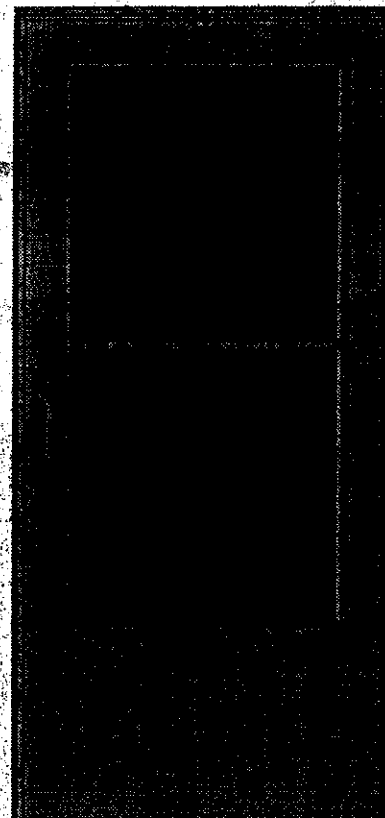
\$79

WAS: \$88.00

HD 100 Self-Storing
• 32" or 36" white
• Self-storing window and screen
HD100 (818771)

.9 Cu. Ft.
900-Wa
Microw
with T
• Choose
white or
.7 Cu. Ft.
1.3 Cu. Ft.
1.1 Cu. Ft.
MCD1110SS (

You



today!
FLU SHOTS
Saturday, October 27 • 8am-12noon

At these Lewis Drug Locations:

- 41st & Marion Road
- 10th & Cliff Avenue
- 41st & Minnesota

Children under 14 MUST see their family physician. Children under 18 MUST be accompanied by a parent.

SPONSORED BY:



\$15 Cash or Medicare
Bring your Medicare Card

Annual Flu shot Clinic

Congratulations!

District Agent For The
Month of September



TINA PAULUS-OLIVIER

American Family Insurance,
District Manager, Cary
Radisewitz, is honoring Agent

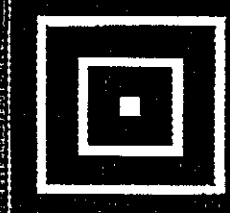
Last Chance! FR CARPI
With any Purchase

Limited Time Offer!

BUY NOW!

Open Every Day

Call Stores



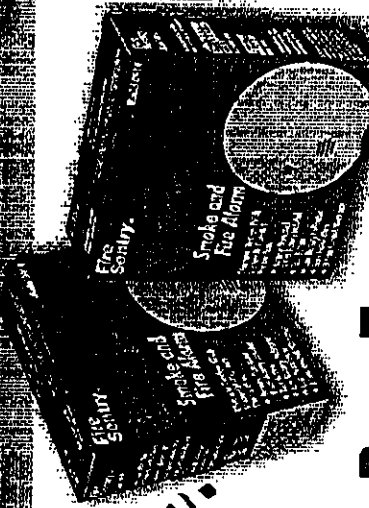
LEWIS

your first stop

Safe at Home.

SMOKE DETECTOR

CAMPAIGN



Fire Sentry
Micro Profile
Smoke Detector
With Battery

\$3.99

Buy Two, Donate One

Donated Smoke Detectors Will Be Given To Local Fire Departments For Distribution On Sat. October 25th.

KELoland TELEVISION

Oct. 2003
More than 1,000
Smoke Detectors
were donated to
local fire departments
for distribution.

KELo donated
500 detectors.

[Signature]

PAUL FARMER

From: MARK ANTONITIS
Sent: Friday, March 09, 2001 2:35 PM
To: ABBY HECKENLIVELY; ADAM SHERMAN; ALLYSON GEDITZ; AMANDA SPICER; ANDREA KNAEBLE; ANGELA KENNECKE; ANNA STOAKES; AUTUMN KASKIE; AVI FORSTEIN; BECKY OTTO; BETH FULLER; BOB EIESLAND; BOBBY HEGGE; BRAD DUMKE; BRIAN COOPER; BRIAN KARSTENS; BRUCE JENSEN; CAROL BOESE; CASSIE WALDER; CINDY WEST; CLINT CLITES; CRAIG DEWIT; DAN JOHNSON; DAN SCHETTLER; DEEANN TIEDE; DEXTER GRONSETH; DIANA PATTERSON; DIRK O'DELL; DON JORGENSEN; DOUG LUND; DOUG SUSS; DWIGHT WOLLMAN; ERIC VASGAARD; ERIK RICE; ERIN PAYNE; EZRA LEMLEY; GREG ANDERSEN; JACK GREGG; JACKIE FINK; JAINE ANDREWS; JAMEY CLAPP; JAY HUIZENGA; JAY TROBEC; JEFF BURRI; JEFF RADCLIFFE; JEFF RUSSELL; JENNIFER GULLICKSON; JEREMY MOSER; JERRY JOHNSON; JIM LATHER; JODY STAPLES; JOE SEVERYN; JOHN BACHMAN; JOHN HERTZ; JOHN MILLER; JOLENE LOETSCHER; JON WILSON; JOSH BIXLER; JOSH MUNCE; JOY FALENCIK; JULIA SISSON; JUSTIN NEUROTH; KAREN DUMDIE; KAREN FLOYD; 'KARL RODENBORN'; KDLOSALES; KEVIN KJERGAARD; KRISTI PIEHL; KRISTINE ROGOTZKE; LARRY HOFER; LONZELL JONES; MARK ANTONITIS; MARK MILLAGE; MARLA GRUBER; MARLIN VANPEURSEM; MARTA MILES; MELANIE BENDER; MIKE BROWN; MIKE RUTTEN; MIKE SIMUNDSON; MISTY FARABEE; MONTE JOHANNING; NANCY KNOCK; NATHAN BURDINE; OLESCIA ANDERSON; PAUL CHRISTENSEN; PAUL FARMER; PAUL MYRICK; PAUL SADEK; PERRY GROTEN; PUBLIC FILE; RANDI HAMER; REBECCA CRANCE; ROB THOMPSON; RON PETERSON; SAM KRUSE; SCOT MUNDT; SCOTT FREDERICK; SCOTT THORSON; SHAWN CABLE; STACY BAUER; STEVE HEMMINGSEN; STEVE HINTZE; TAMI RAUK; TERRY KJERGAARD; TOBY McDONALD; TODD STARZ; TONY FLEECES; TRACE STUMP; TRAVIS FOSSING; TRISHA HAROLDSON; VERNON BROWN
Cc: 'debmcdermott@wkrm.com'
Subject: FW: The COVERAGE on Bush's Visit.

Please read the E-mail comment below. We've received several like it, but none quite so eloquent.

Thank you to everyone involved with today's coverage of President Bush's visit to KELOLAND. It was a masterful effort by all involved.

Mark
The GM

-----Original Message-----

From: JEREMY MOSER
Sent: Friday, March 09, 2001 11:24 AM
To: MARK ANTONITIS; MARK MILLAGE
Subject: FW: The COVERAGE on Bush's Visit.

Jeremy Moser
Web Producer
KELOLAND.com

-----Original Message-----

From: The Internet Repair Shop [SMTP:theshopt@yahoo.com]
Sent: Friday, March 09, 2001 11:17 AM
To: info@keloland.com
Subject: The COVERAGE on Bush's Visit.

"KELO TV GANG"

I've seen coverage on Hi-Profile News Storys, Moon walks, Shootings at Schools Presidential visits. Being a Technician myself and observing your Coverage from Beginning to End.

I have to say, even with a Lump in my throat still, You have some of the Finest people and crew working at KELO TV. The Coverage was SUPERB right to the Take off of "AirForce 1"- which I resumed the Coverage on my AirCraft Scanner Radio afterwards.

I feel so proud to be able to watch you every evening in my home, you're just like Family to me, I mean that with all my heart. I Salute you respectfully!

It was the Best I think I've ever seen, as an Orchestrated Ballet of Reporting, Linking by the Technicians, and presentation to the Public without error.

Thank you:

Doug, Vernon, Angela, Don, all the Technicians behind the scenes..

Andy Miller
Andy's Electronics
Sioux Falls, SD.

=====

<http://theshopt.00home.com/web/INDEX.html>

Do You Yahoo!?

Get email at your own domain with Yahoo! Mail.

<http://personal.mail.yahoo.com/>

PAUL FARMER

From: JEREMY MOSER
Sent: Friday, March 09, 2001 6:02 AM
To: MARK MILLAGE; PAUL FARMER
Cc: MARK ANTONITIS
Subject: FW: E-Mail From Website

Jeremy Moser
Web Producer
KELOLAND.com

-----Original Message-----

From: Brian Siefken [SMTP:jayneandbrian@qwest.net]
Sent: Thursday, March 08, 2001 6:12 PM
To: info@keloland.com
Subject: E-Mail From Website

Thank you for updating your web site as news occurs. I wanted to check what had taken place at F&M Bank and your site was the only local news station that even mentioned it - let alone with up to date information about the robbery and suspect. When I need to know - I go straight to KELO. Thanks again!
Jayne Siefken

PAUL FARMER

From: JEREMY MOSER
Sent: Thursday, February 01, 2001 7:02 AM
To: WEATHER; PAUL FARMER
Subject: FW: E-Mail From Website

Jeremy Moser
Web Producer
KELOLAND.com

-----Original Message-----

From: Kotabs [SMTP:kotabgmc@rapidnet.com]
Sent: Wednesday, January 31, 2001 8:44 PM
To: info@keloland.com
Subject: E-Mail From Website

In 1993, when we moved here from SE South Dakota (Dante), we were pleased when we learned that KCLO would keep us in touch with the other side of the State near our origins (Dante & Fairfax). Through the years we regularly tuned in to Keloland to keep us up to speed on events in eastern SD. In addition, we feel that all three local channels have much to learn from the KELO weather department.

We were pleased to learn, on a recent broadcast, that you are placing a Doppler tower near Wall. Thank you for your FULL coverage of South Dakota.

Gordon Kotab
Sturgis

P.S. Although we have never done this in the past, If KELO or CBS ever needs a couple of rooms during the Sturgis Rally, it would be a consideration.



ATT00001.html

PAUL FARMER

From: JEREMY MOSER
Sent: Thursday, February 08, 2001 7:21 AM
To: 'Scott VanderLeest'
Cc: PAUL FARMER
Subject: RE: E-Mail From Website

Thanks for your great feedback. We appreciate it!

Jeremy Moser
Web Producer
KELOLAND.com

-----Original Message-----

From: Scott VanderLeest [SMTP:savan@bmtc.net]
Sent: Thursday, February 08, 2001 6:07 AM
To: info@keloland.com
Subject: E-Mail From Website

You guys have a GREAT web site. I especially like your "Close Line" being on-line.

Keep up the GREAT work.

Thanks - Scott VanderLeest, Beresford
<< File: ATT00013.html >>

PAUL FARMER

From: JEREMY MOSER
Sent: Thursday, February 08, 2001 7:23 AM
To: 'Mary Cox'
Cc: PAUL FARMER
Subject: RE: E-Mail From Website

Thank you Mary. We appreciate your feedback!

Jeremy Moser
Web Producer
KELOLAND.com

-----Original Message-----

From: Mary Cox [SMTP:mbcox@home.com]
Sent: Wednesday, February 07, 2001 11:52 PM
To: info@keloland.com
Subject: E-Mail From Website

Hi!

Just wanted to let you know how much I enjoy your web site. I watch the news live when I can. Since I'm from South Dakota and live in Colorado it helps keep me in touch with home.

Thanx for th great web site!!

Mary Cox

PAUL FARMER

From: JEREMY MOSER
Sent: Wednesday, February 07, 2001 12:48 PM
To: WEATHER; PAUL FARMER
Subject: FW: E-Mail From Website

Jeremy Moser
Web Producer
KELOLAND.com

-----Original Message-----

From: thelma de kok [SMTP:grandmat@rconnect.com]
Sent: Wednesday, February 07, 2001 1:04 PM
To: info@keloland.com
Subject: E-Mail From Website

We have a home in Custer and in Sheldon, Ia and appreciate the excellent weather coverage you give for both areas. We also get your station on channel 28 in Custer. Thank You for all your work and reporting



ATT00000.html

PAUL FARMER

From: JEREMY MOSER
Sent: Wednesday, February 07, 2001 6:49 AM
To: 'Ashley'
Cc: PAUL FARMER
Subject: RE: i love you daily news shows

Thanks Ashley!

Jeremy Moser
Web Producer
KELOLAND.com

-----Original Message-----

From: Ashley [SMTP:kirby@dtgnet.com]
Sent: Tuesday, February 06, 2001 11:30 PM
To: info@keloland.com
Subject: i love you daily news shows

My name is ashley letsche and i am only 12 years old but i love to watch your news stashion. The most helpful thing is the close line i can see when the lennox middle school is going to be late or closed. I also like the when you put the little towns problems or good things on the the news or even give them a little gradutude one and a while!

Your favorite youngest viewer,

Ashley Jean Letsche

Of Lennox South Dakota 57039

<< File: ATT00000.html >>

PAUL FARMER

From: JEREMY MOSER
Sent: Wednesday, February 07, 2001 6:55 AM
To: 'SWISSYLVR@aol.com'
Cc: PAUL FARMER
Subject: RE: E-Mail%20From%20Website

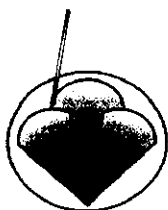
Thank you!

Jeremy Moser
Web Producer
KELOLAND.com

-----Original Message-----

From: SWISSYLVR@aol.com [SMTP:SWISSYLVR@aol.com]
Sent: Wednesday, February 07, 2001 5:09 AM
To: info@keloland.com
Subject: E-Mail%20From%20Website

Thank you so much for your webpage with the live Doppler radar. It is almost impossible to get onto the road condition lines. With your sight I am able to see for myself how these systems are developing and moving. I do a lot of flying in a small airplane and believe me I even go to the airport to check their radar before checking with your system. ITS A GREAT SERVICE and we are very lucky to have your crew working for our area. Thank you.
Swissylvr@aol.com



South Dakota Infant Loss Center Charity Golf Tournament

Benefiting families and service providers in South Dakota



Kelo,

Thank you for your support in our
golf tournament last year. We raised
enough money to fund the Center for another
year. We hope you will consider supporting
us again this year.

Thank you,
Debbie Petersen
Director

R O N E T T E J O S T

Dear Mr. Antonitis

A special thank you to you and Kulo-land TV for sponsoring this year's Women In Business Event. It is great to have continued support from such a great organization. We hope to work with you again next year!

Sincerely, Ronette Jost

2004 chair



CAMPANILE SOCIETY
at South Dakota State University

May 5, 2004

KELO-Land Stations
c/o Mr. Mark Antonitis
501 S. Phillips Avenue
Sioux Falls, SD 57104

Dear Mr. Antonitis:

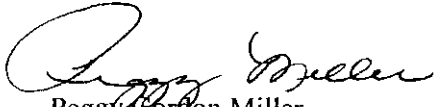
On behalf of South Dakota State University, I would like to thank you and your firm for your support of educational excellence here at State.

It is my pleasure to inform you that your gift qualifies your firm's membership in the Campanile Society. Membership will provide special recognition to your firm in the annual *Honor Roll of Donors* produced by the SDSU Foundation and in various college newsletters. If you would like your contributions to remain anonymous, please contact me at (toll-free) 1-888-747-SDSU or e-mail: Elaine_Brown@sdstate.edu.

Propelled by the success of our "Jackrabbit Guarantee" scholarship program, South Dakota State University continues to grow. We gained 609 students for fall semester 2003 for an enrollment total of 10,561 students. There will be new building and more progress to report in 2004, and we look forward to bringing you that news as well.

Again, thank you for your generous gift that will play a major role in helping cultivate the leaders who will make the decisions affecting all of us in the future!

Sincerely,


Peggy Gordon Miller
President